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## **Editorial Description: Residential Advertisements**

### **I. Cox Digital Phone**

- A. Local Phone Service Television Commercial “Max Gives Bad Tip”:** This is a commercial for Cox Local Phone service. In the commercial, character Digital Max leaves the following as "tip" for a waitress at a restaurant: "Cox Digital Telephone saves you money every month, Love Max." The ad offers Local Phone service for \$2.90 a month for the first six months. This commercial was first aired on January 20, 2006 in the Washington, D.C. area.
- B. Local and Long Distance Phone Service Television Commercial "Don't Think Twice”:** This is a commercial for Cox Local and Long Distance Phone service. It utilizes testimonials from average citizens to sway people away from "the phone company." The people in the commercial indicate that they did not hesitate to switch to Cox once they learned that Cox Digital Phone Service saves them money. This commercial was first aired on April 4, 2005 in the Washington, D.C. area.
- C. Nationwide Value Plan Advertisement:** This advertisement offers residents unlimited Local and Long distance calling for the first year at an introductory price of \$29.95 a month, a free month of service, and free professional installation. It challenges residents to ask three questions about their current home phone service provider: "Does your home phone service offer the lowest price?"; "Does your home phone service offer discounts when bundled with other services?"; "Does your home phone service give you reliability over a rock-solid fiber-optic network?" This advertisement was distributed in the designated market area of Norfolk - Portsmouth - Newport News, Virginia. It was first printed on September 6, 2006.

### **II. Cox and Verizon Comparisons**

- A. Cox FAQ: Comparisons between Cox and Verizon Rates and Features:** This FAQ provides information on Cox's Digital Telephone rates and plans. One study presented found "90% of Cox's Digital Telephone customers reported Cox's phone service was as good or better than their previous provider and 94% would recommend it to a friend." In response to the question, "Why would I switch from Verizon to Cox?," the FAQ replies: "Cox Digital Telephone offers significant savings over the incumbent," for example, "Cox charges as little as \$12.90 a month per line for a first and second phone line; Verizon charges between \$14.33 and \$14.82 per month for the same offerings — a significant savings for Cox phone



customers." In addition, the Cox Connection Unlimited package includes 16 calling features — "11 more than the incumbent's comparable plan." The original website for this FAQ is contained at <http://www.cox.com/fairfax/telephone/faqs.asp>.

- B. Cox and Verizon Rate Comparison Chart:** This chart compares Cox and Verizon phone service rates, illustrating that Cox offers nearly every service for less. The page serves as a "Savings Calculator" that allows users to calculate his/her total savings by checking off desired features to reveal how: "With Cox Communications, you'll SAVE: X a month, X a year!"
- III. Cox "Bundled Services":** This advertisement offers Fairfax residents the bundle of Cox's High Speed Internet Preferred Package with Digital Telephone for \$30.94 a month for three months. An additional attachment is addressed to AOL users who are "tired of slow dial-up and download speeds" but are unwilling to "give up their AOL email address." The ad informs AOL customers that they can get Cox High-Speed Internet and keep their AOL email address for free. This advertisement was first printed on September 1, 2006 in Fairfax, Virginia.
- IV. Comcast Digital Voice:** This advertisement informs residents that "Talk is Now Cheaper," with Comcast's Digital Voice offering unlimited local and long distance calling and online voicemail starting at \$39.95 a month. It was first seen on September 13, 2006 in the Washington, D.C. and Chicago areas.
- V. Comcast High Speed Internet:** This advertisement offers residents Comcast Internet with download speeds of up to 16 Megs for \$29.99 a month for the first three months. The ad describes this as "[Comcast's] fastest Internet yet." It was first printed in Arlington, Virginia on September 7, 2006.
- VI. Comcast Digital Cable, High-Speed Internet, and Digital Voice**

  - A. "Triple Play" Discount Package Example #1:** This advertisement offers residents the Comcast Digital Cable, High-Speed Internet, and Digital Voice package for \$99 a month for 12 months. The envelope addresses recipients with, "What are you spending monthly on Satellite TV, Internet, and Home Phone service?" The letter contained within then promises residents that "it pays to make the switch!" This direct mailing advertisement was acquired from a recipient in Richmond, Virginia.
  - B. "Triple Play" Discount Package Example #2:** This is an advertisement offering residents Comcast's Digital Cable, High-Speed Internet and Digital Voice for \$99 a month for 12 months. The first page proposes the question, "Why Comcast?" to



which a customer responds, "Because I'm on a budget." The ad promises that "Comcast has made it less expensive and more convenient for you to connect to the services you need and the entertainment you want" with its 6 Mbps Internet up to "7x faster than 768k DSL, and up to 100x faster than dial-up." This direct mailing advertisement was acquired from a recipient in Richmond, Virginia.

**C. Cable, Internet, and Telephone Varying Packages:** This advertisement allows residents to select from three packages: Basic & Digital Cable for \$49.95; Basic & Digital Cable and High-Speed Internet for \$69.95; or Basic & Digital Cable, High-Speed Internet, and Digital Voice for \$109.95 a month for 12 months. These deals are labeled respectively as "Good," "Better," and "Best." The ad introduces its high speed internet as "[f]aster than ever before" with speeds "7x faster than 768k DSL." This direct mailing advertisement was acquired from a recipient in Richmond, Virginia.

**VII. Vonage Local and Long Distance:** This advertisement offers residents unlimited Local and Long Distance calling for \$19.99 a month for six months. It presents itself as the "Best Offer Yet" with savings of "up to \$300 a year." The ad boasts Vonage's "Award-Winning Quality" as "PC World's 2006 World Class Award Winner for VOIP Service" and CNet's Editors' Choice top pick. This direct mailing advertisement was acquired from a recipient in Richmond, Virginia.

#### **VIII. Cavalier Telephone, Internet & Television**

**A. "Triple Play" Package Promotion Example #1:** This advertisement offers residents three package selections: "blazing fast" DSL for \$9.95 a month; unlimited local calling for \$24.95 a month; or Telephone Service, High Speed Internet, and Broadband TV for \$95.95 a month. It urges readers to "switch and save with Cavalier." Under the heading "[s]ave over \$600.00 a year with Triple Play!" the ad assures viewers that Cavalier is "an affordable alternative to Cable and Satellite TV. Compare and see for yourself."

**B. "Triple Play" Package Promotion Example #2:** This advertisement offers residents Cavalier's local Telephone Service, High Speed Internet, and Broadband TV for \$95.95 a month. Cavalier's "Triple Play" prices are placed adjacently to the prices of its "Competition," illustrating that Cavalier can provide savings of "\$50.56 Per Month" and is "an affordable alternative to Cable and Satellite TV." This direct mailing advertisement was acquired from a recipient in Richmond, Virginia.



## I. Cox Digital Phone

### A. Local Phone Service Television Commercial “Max Gives Bad Tip”



Below contains the commercial transcript:

(SFX: DRIVE-IN RESTAURANT  
AMBIANCE IN)

WAITRESS: Hey, Moneybags! You call this a tip?

MAX: What?

[TIP:] Cox Digital Telephone saves you money every month. Love, Max

MAX: Uh, the tip that keeps on tipping.

MAX'S FRIEND: Forgive him. He's digital.

WAITRESS: Right!

MAX: You realize my tip is worth way more in the long run.

(MUSIC IN) MALE ANNCR: Save up to 20% every month over your current phone company when you switch to Cox.

FEMALE ANNCR: Get Cox Local Phone Service

SUPER: OFFER #2558 {ILLEGIBLE}

for just 2.90 a month for 6 months. (MUSIC OUT) (AUDIO LOGO IN & OUT)

SUPER: VISIT [WWW.COX.COM](http://WWW.COX.COM) TODAY



**B. Local and Long Distance Phone Service Television Commercial**



Below contains the commercial transcript:  
(MUSIC IN) MAN: You know if you're like me, you probably don't think twice about your home phone service.  
WOMAN #1: It works, you pay the bill. That's it.  
WOMAN #2: But then I heard switching to Cox Digital Telephone saves me money.  
WOMAN #1: Once I heard that, I didn't have to think twice about switching.  
MAN: Come on, you can even bring your phone number with you.  
WOMAN #2: So bring yourself over. It's easy.  
FEMALE ANNCR: Get Cox Digital Telephone at half off for 3 months.  
(MUSIC OUT)  
(AUDIO LOGO)  
SUPER: VISIT [WWW.COX.COM](http://WWW.COX.COM) TODAY



[illegible]



## II. Cox and Verizon Comparisons

### A. Cox FAQ: Comparisons between Cox and Verizon Rates and Features



COMMUNICATIONS

Your Friend in the Digital Age.

[For Home](#) | [For Business](#) | [Order Services](#) | [View / Pay Bill](#) | [Customer Support](#) | [About Cox](#) | [Zipcode](#)

[Login to view/pay your bill](#) | [Need a password?](#) | [Forgot your password?](#) | [Login](#)

## Digital Telephone

[Order Now](#)

### Frequently Asked Questions

*Click on any of the frequently ask questions below to view the answer.*

Home

Order now

Cable

Digital cable

DigitalCable-PPV

Digital video recorder

HD service

High-speed Internet

Digital telephone

Special offers

Pricing

Calling features

U.S. long distance

Intl. long distance

Additional services

Learn more

FAQs

On Demand

Customer support

Press center

1. Why is Cox Northern Virginia offering local and long distance telephone service?

2. Why is Cox — a cable company — allowed to offer local telephone service?

3. What areas are serviceable today? How long will it take to service the rest of the County?

4. Does Northern Virginia really need another local phone service provider?

- o At Cox, we believe that true competition is good for the consumer. In markets where Cox Digital Telephone is available, customers have responded with a clear YES!
- o In fact, 90% of Cox's Digital Telephone customers reported Cox's phone service was as good as or better than their previous provider and 94% would recommend it to a friend.
- o Similar to what happened when the long distance market was opened to competition, consumers will enjoy enhanced technology, local customer service and a better overall value.

5. With all of the talk about Voice Over Internet Protocol (VoIP) being the wave of the future, why is Cox deploying telephony using traditional circuit switch technology?

6. Why would I switch from Verizon to Cox?

- o Cox Digital Telephone offers significant savings over the incumbent, including discounts on first and second lines, as well as all the same features you may already enjoy, like Call Waiting, Caller ID or Voicemail.
- o In fact, Cox charges as little as \$12.90 a month per line for a first and second phone line; Verizon charges between \$14.33 and \$14.82 per month for the same offerings – a significant savings for Cox phone customers.
- o Two of Cox's most popular calling packages will be available to Northern Virginia residents. The Cox Connection Unlimited package includes one primary line, unlimited local and nationwide long distance, voice mail and 16 popular calling features - 11 more than the incumbent's comparable plan - for \$44.95/month (\$49.95 for non-Cox cable or Internet customers).

Check out our  
**Special Offers**  
on Cox Services



- Customers who take all three Cox products (video, Internet and telephone) pay just \$39.95 a month. The Cox Connection 100 package includes one Cox Digital Telephone primary line, voice mail, 16 popular calling features and 100 minutes of Cox Long Distance for \$34.90 a month.
- For Cox telephone customers who do NOT take any other Cox service, their price point for telephony will be similar to Verizon's current offering.

7. Isn't Cox simply renting its phone line from another service provider?
8. Can I keep my current phone number? What phone books will my personal contact information go in?
  - Local Number Portability allows a customer to change local exchange carriers but maintain their current telephone number in most cases.
  - Your phone number/address will continue to reside in Verizon's phone book.
9. Will I be able to call people who use other local telephone companies?
10. Can I make a phone call and watch TV at the same time?
11. If my cable goes out, will my phone service be impacted, too?
12. Do I have to be home at the time of my Cox Digital Telephone install?
13. Will the house have to be re-wired to receive Cox Digital Telephone?
14. Will I need a receiver box or some other device in my house?
15. Will my yard be dug up for installation?
16. Will voice mail, caller ID, call waiting, call forwarding and other features be offered?
17. With Cox Digital Telephone, will directory assistance be available? If so, how much will it cost?
18. Is there a fee to switch to Cox Long Distance?
19. What's the difference between intra-state and inter-state calls?
20. Please explain some of the FCC charges that I will see on my bill?
21. Can I have all of my Cox services billed together?



### B. Cox and Verizon Rate Comparison Chart

[illegible]



Monthly total:

**With Cox Communications, you'll SAVE:**  
 a month,  a year!

[Order Now](#)

\* The savings reflects Cox Preferred Rates (for customers who have at least one other Cox service). Pricing excludes tolls, taxes, and surcharges. Pricing for enhanced features does not include per use charges associated with some of those features, a more comprehensive description of pricing can be found in the pricing section of this site. Pricing and information valid only in the state of Virginia. Rates subject to change. Services available only to residential telephone customers in Cox wired serviceable locations, and all rates and saving comparisons exclude applicable taxes and surcharges and are subject to change. Individual savings may vary based on services, location, and usage. Other restrictions apply. Telephone service provided by Cox Virginia Telecom Inc., an affiliate of Cox Communications Inc. © 2003 Cox Communications, Inc. All rights reserved. Venzon rates effective as of 6/30/03.



### III. Cox “Bundled Services”

Get both  
COX HIGH  
SPEED INTERNET  
PREFERRED  
PACKAGE with free  
cable modem  
while supplies last  
and  
COX DIGITAL TELEPHONE  
for just \$30.94 a month  
for 3 months\*

High-Speed Internet  
Cox High-Speed Internet

We'll give you a few good reasons to say hello to Cox for your telephone and internet service. Order today and get both services for one good price!

COX'S FASTEST AND MOST SECURE INTERNET - COX HIGH SPEED INTERNET™  
Access Cox's internet with maximum security. All data sent over Cox High-Speed Internet™ is encrypted with 128-bit encryption. And, you can use Cox High-Speed Internet™ to access all the services and applications you need.

THE GREATEST VALUE IN COMMUNICATION - COX DIGITAL TELEPHONE™  
Save up to \$10.00 a month with Cox Digital Telephone. It's the most advanced digital phone service available. And, you can use Cox Digital Telephone to make calls to anywhere in the U.S. and internationally.

COX HIGH SPEED INTERNET PREFERRED PACKAGE with free cable modem while supplies last  
The new digital service is available only to Cox High-Speed Internet Preferred Package customers. And, you can use Cox High-Speed Internet Preferred Package to access all the services and applications you need. And, you can use Cox High-Speed Internet Preferred Package to make calls to anywhere in the U.S. and internationally.

Many Cox services are available only to Cox High-Speed Internet Preferred Package customers. And, you can use Cox High-Speed Internet Preferred Package to access all the services and applications you need. And, you can use Cox High-Speed Internet Preferred Package to make calls to anywhere in the U.S. and internationally.

Call 703.378.8422  
or visit us online at [www.cox.com/fairfax](http://www.cox.com/fairfax)

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# AOL Users -

*Are you tired of slow dial up and  
download speeds but not ready  
to give up your AOL email address?*



*Now that AOL is offering its email and Web services for free, there's never been a  
better time to get in the FAST LANE with Cox High Speed Internet!*

- Keep your AOL email address and other AOL services for FREE\*
- Experience download speeds up to 500 times faster than dial-up – do EVERYTHING online FASTER\*\*
- Enjoy an "always on" Internet connection with instant access to the Web – never dial up again
- Protect your personal computer with Cox's FREE security software, including pop-up blocker, firewall, anti-virus, anti-spyware and parental control
- Enjoy Cox's award-winning customer service



**cox**

Your Friend in the Digital Age

\*For AOL users to obtain the equivalent of AOL Instant Messenger (AIM) and AOL Keyword Search (KWS) services, a Cox High Speed Internet service is required. \*\*Speeds may vary based upon network conditions. Actual speeds may vary. \*Cox High Speed Internet service is available only to Cox High Speed Internet customers. \*\*Cox High Speed Internet service is available only to Cox High Speed Internet customers. © 2008 Cox Communications, Inc. All rights reserved.



[illegible]



## V. Comcast High Speed Internet

**Get Texas-size  
downloads  
in a New York  
minute.**

Comcast High-Speed Internet  
with up to 16 megs of speed.

**29.99**  
a month  
for 3 months

### Significant High-Speed Internet Introduction

© 2005 Blackwell Publishing Ltd *Journal of Internal Medicine* 258: 111–120

a. *Major evidence: numerous dead animals that died overnight in the forest*

© 2004 Blackwell Publishing Ltd *Journal of Internal Medicine* 255: 105–112

1-888-COMCAST  
comcast.com/16

[illegible]



## VI. Comcast Digital Cable, High-Speed Internet, and Digital Voice

### A. "Triple Play" Discount Package Example #1



4716 Corporate Drive  
Baltimore, MD 21226

4716 Corporate Drive  
Baltimore, MD 21226  
4716 Corporate Drive  
Baltimore, MD 21226

What are you spending monthly on Satellite TV, internet, and Home Phone service?

Do the Math (inside) and save BIG with Comcast!

\*\*\*\*\*AUTO\*\*5-DIGIT 23229

RICHMOND VA 23229-7428







Dear Neighbor,

Satellite TV, Internet and home phone service from different companies can really add up. It also takes more of your valuable time to pay separate companies for separate services. Now you can save time and money with one company that meets your needs for all three services with one convenient monthly statement. Comcast has a full year of savings to offer you on three great services!

## Sign up today for the Comcast TRIPLE PLAY

For just **\$99 per month for 12 months\*** you can get Comcast Digital Cable, High-Speed Internet and Digital Voice®. That's just \$33 each per month for 12 months when you get all three. Think about it:

- Just \$33 a month for Comcast Digital Cable with ON DEMAND. There is always something on and with ON DEMAND, you'll have a library of movies and shows that you can start on your schedule - most of which are FREE!
- Just \$33 a month for Comcast High-Speed Internet. With 6 Mbps, it's up to 7x faster than 768k DSL. Plus, get up to \$300 in broadband features included like Comcast Rhapsody Radio Plus™, Video Mail®, PhotoShow Deluxe™, Comcast Security powered by McAfee®, and more!
- Just \$33 a month for Comcast Digital Voice®. Unlimited local and long distance domestic phone calls, 12 popular calling features plus Voice Mail and you can keep your same phone number - all included in one convenient package.\*

## DO THE MATH!

With savings like that, you'll see it pays to make the switch! Comcast's regular monthly costs for all three services are still a great deal, currently \$133.61 plus equipment taxes and fees depending on your area. But you can save even more right now by taking advantage of this offer! So call now!

## Call Toll-Free Today! 1-804-253-1921

Sign up for all three Comcast services today to get Comcast Digital Cable including ON DEMAND, Comcast High-Speed Internet and Comcast Digital Voice® - all from one company. Just call today and see how easy it is to make the switch to Comcast!

Sincerely,

Comcast

RCH

**ONE-BILL CONVENIENCE | 24/7 CUSTOMER SERVICE | PROFESSIONAL INSTALLATION | NO LONG-TERM CONTRACT**



## Comcast Digital Cable with ON DEMAND

Comcast's digital network delivers channels in 100% digital quality picture & sound.

ON DEMAND lets you choose from a library of thousands of movies and shows that you can start on your schedule, even pause, rewind and fast forward – most of which are FREE!

Easy-to-use interactive Program Guide lets you quickly find great shows to watch, set reminders and enable enhanced parental controls.

Something for everyone to watch including ESPN, Lifetime, CNN, Fox News and all your local channels.

Find your favorite tunes on up to 47 commercial free music channels.

**\$33**

each per month for  
12 months when you  
sign up for all 3!\*



## Comcast High-Speed Internet

Blazing fast - with speeds up to 6.0 Mbps it's 7x faster than 768Kbps DSL.  
Up to \$300 in Broadband features included:

Comcast Security powered by McAfee® - Anti-virus protection, firewall, parental controls and spyware protection.

The Fan™ - click & play video news clips, movie trailers and more!

PhotoShow Deluxe™ - customize, animate and share your digital photos.

Comcast Rhapsody Radio Plus™ - Listen to 100 commercial-free radio stations or customize your own station from over 30,000 artists.

Video Mail\* - Create your own 3-minute video messages, and send to anyone with an e-mail address!

**\$33**

each per month for  
12 months when you  
sign up for all 3!\*



## Comcast Digital Voice® Home phone service—NEW!

Unlimited local and long distance in the U.S. and Puerto Rico – Call anyone, anytime, anywhere in the country.

Keep your current phone number\* – You can switch to Comcast Digital Voice® without changing your number.

Enjoy 12 popular calling features, plus Voice Mail at no extra cost – Including Caller ID, Call Waiting, Call Blocking, Call Return and more.

Works with your existing phones and jacks.\*

Web access to Voice Mail – Receive and check home Voice Mail from anywhere you have web access.

EMTA required for an additional fee.

**\$33**

each per month for  
12 months when you  
sign up for all 3!\*



81

**Call Toll-Free Today! 1-804-253-1921**

**comcast**



B. “Triple Play” Discount Package Example #2

Why Comcast?

“Because...  
I’m on a budget.”

BE FRUGAL

comcast

ADDITIONAL CABLE | VOIP | INTERNET | COMCAST DIGITAL VOICE

The advertisement features a close-up of a woman's face. A large speech bubble on the left contains the text "Because... I'm on a budget." in orange and green. Below the speech bubble, the text "Why Comcast?" is written in green. To the right of the woman's face, the text "BE FRUGAL" is written in white, followed by the Comcast logo. At the bottom, a green banner contains the text "ADDITIONAL CABLE | VOIP | INTERNET | COMCAST DIGITAL VOICE" in white.



# Comcast Triple Play

## People are talking.

Haven't you heard? Comcast has made it less expensive and more convenient for you to connect to the services you need and the entertainment you want.

With the Comcast Triple Play – **Digital Cable**, **High-Speed Internet**, and **Comcast Digital Voice** – we've bundled reliable, leading-edge technologies together at a price that won't break the bank. It has everyone talking.



DIGITAL CABLE | HIGH-SPEED INTERNET | COMCAST DIGITAL VOICE

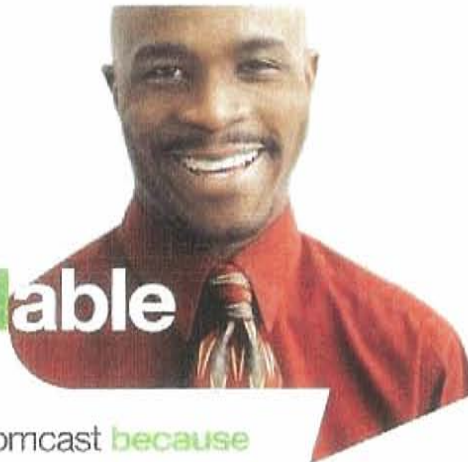


## What they're saying...



**Convenient**

Comcast made sense for me **because** I was tired of writing 3 different checks to pay for the services I needed.



**Affordable**

I went with Comcast **because** I don't want to break the bank.



**Perfect**

The Comcast Triple Play is ideal for me **because** I'm on a fixed income.



## Comcast Digital Cable with ON DEMAND

- Get hundreds of your favorite channels, including ESPN, CNN, Lifetime and all your local channels.
- **ON DEMAND** – Choose from a library of movies and shows that are ready when you are – most of which are FREE!
- **Interactive Program Guide** – Quickly and easily find something to watch, set reminders for shows, and enable parental controls.
- **Music** – Get 47 commercial-free music channels! Choose from country, Latin, pop and more!
- **HDTV (High-Definition TV)** – Get more from Digital Cable! Watch in vivid color and sharper detail on up to 17 channels of HD! Call for pricing and availability.
- **DVR (Digital Video Recorder)** – Watch a show while recording another on a different channel. Record two shows at once. Pause and rewind LIVE TV! Even do it in HD, if you have an HD-ready set, for ONLY \$9.95 more per month!

**Special package pricing available when you add  
HBO, Showtime and Starz!**

## High-Speed Internet

- With **6 Mbps**, it's up to 7x faster than 768k DSL, and up to 100x faster than dial-up!\*
- Get **up to \$300** in broadband features including – Comcast Security Powered by McAfee®, Comcast Rhapsody Radio Plus™, and Comcast PhotoShow Deluxe™.
- **Video Mail** – Create your own 3-minute video messages, and send to anyone with an email address.\*
- **The Fan™** – Only on Comcast.net. Stay in the know with click and play videos. From the latest news clips to sports highlights, entertainment features, movie trailers and more.

## Comcast Digital Voice®

- **Unlimited local and long-distance** calling to anyone, anytime, anywhere in the country, including Puerto Rico and Canada – all for one low price!
- **12 popular calling features**, plus Voice Mail – Get caller ID, Call Waiting, 3-Way Calling, Call Forwarding, Call Blocking, Call Return and more.
- **Web access to Voice Mail** – Receive and check your home Voice Mail from anywhere there is web access – click, drag & listen!
- **Keep your current phone number** – You can switch to Comcast Digital Voice without switching your number.\*



33\$ now only

now  
only

each per month for 12 months when you subscribe to all three.\*

8110 Corporate Drive  
Baltimore, MD 21235

FIRST STD  
 U.S. POSTAGE  
**PAID**  
 Comcast

# THE UNIVERSITY OF CHICAGO


END:44

NOTES BY J. B. B.





C. Cable, Internet, and Telephone Varying Packages



**3 GREAT  
SERVICES.**

**3 GREAT  
OFFERS.**

**That's Comcastic!**



COMCAST BASIC &  
DIGITAL CABLE WITH HBO & STARZ

\$49.95

PER MONTH FOR 12 MONTHS\*

COMCAST BASIC & DIGITAL CABLE  
WITH HBO, STARZ &  
COMCAST HIGH-SPEED INTERNET

\$59.95

PER MONTH FOR 12 MONTHS\*

**COMCAST BASIC & DIGITAL CABLE  
WITH HBO, STARZ, HIGH-SPEED  
INTERNET & DIGITAL VOICE**

\$109.95

PER MONTH FOR 12 MONTHS\*

**(804) 253-0673**

www.comcast.com

Other members of the new Committee, including the two women, will be responsible for the day-to-day running of the committee, and will be expected to meet regularly. The committee will be expected to report to the main committee at least once a year.

# DIGITAL CABLE

- ▶ Hundreds of channels without a dish, including your local channels, 24-hour news, weather, sports, kids, lifestyle programming and more.
- ▶ With ON DEMAND, choose from a library of shows — over 75% are free.
- ▶ ON DEMAND allows you to take control of your viewing — pause, rewind and fast-forward your selection.
- ▶ An easy-to-use interactive program guide so you can quickly find something to watch.
- ▶ Set reminders for shows, and enable parental controls.

- With DVR, pause, rewind and record live TV
- HDTV - Crystal-clear resolution and Dolby® Digital 5.1 sound

the 1990s, the rate of growth of the world economy has been slower than in the 1970s and 1980s. On the other hand, a number of countries have experienced rapid growth, and the rate of growth of the world economy is expected to increase in the 2000s. The rate of growth of the world economy is expected to increase in the 2000s.









3 GREAT  
SERVICES.  
3 GREAT  
OFFERS.

GOOD

COMCAST BASIC &  
DIGITAL CABLE WITH  
HBO & STARZ

\$49.95

PER MONTH FOR 12 MONTHS\*

BETTER

COMCAST BASIC & DIGITAL  
CABLE WITH HBO, STARZ  
& HIGH-SPEED INTERNET

\$56.69

PER MONTH FOR 12 MONTHS\*

BEST

COMCAST BASIC & DIGITAL  
CABLE WITH HBO, STARZ,  
HIGH-SPEED INTERNET  
& DIGITAL VOICE

\$109.95

PER MONTH FOR 12 MONTHS\*



7-1-DIGIT 233

THURFEL RESIDENT

STICHMANN VA 23229-7423



## VII. Vonage Local and Long Distance

# Save up to \$300 a year

## with the new way to phone!

- Digital Triple-Speed Quality Voice
- 24/7 High-Speed Internet Connection
- Worldwide VoIP™ and T1 Service
- Over 200 Customer Services
- Always Wins Quality

**20 Premium Features – No Extra Cost**

Including:

- Local and Long Distance – **UNLIMITED**
- Voicemail – **No Extra Cost!**
- Caller ID – **No Extra Cost!**
- Call Waiting – **No Extra Cost!**
- Call Forwarding – **No Extra Cost!**
- PLUS Many More Features!**

**Keep Your Phone Number!**

**UNLIMITED**

Local and Long Distance Calling

only **\$19.95/month**

**Best Offer Yet!**

**only \$19.95/month!**

**Call 1-800-975-1719**

**Visit [www.vonage.com/save75](http://www.vonage.com/save75)**

**Award-Winning Quality!**

**2006**

**2006**

# Vonage





# Unlimited

Local & Long Distance  
only \$19<sup>99</sup>/month

Call: **1-800-975-1719**  
Visit: [www.vonage.com/usave78](http://www.vonage.com/usave78)

Award-Winning Quality!





10 Premium Features - No Extra Cost!

- ✓ Voicemail
- ✓ Caller ID
- ✓ Call Waiting

Call: **1-800-975-1719**  
Visit: [www.vonage.com/usave78](http://www.vonage.com/usave78)

Save up to \$300 a year  
with the new way to phone!

**Vonage**

Best Offer Yet!  
only \$19<sup>99</sup>/month

Award-Winning Quality!





Unlimited  
Local & Long Distance  
only \$19<sup>99</sup>/month

Call: **1-800-975-1719**  
Visit: [www.vonage.com/usave78](http://www.vonage.com/usave78)



# VIII. Cavalier Telephone, Internet & Television

## A. "Triple Play" Package Promotion Example #1

TELEPHONE

INTERNET

TELEVISION

**Save over \$600.00 a year with Triple Play!**

It's an affordable alternative to Cable and Satellite TV. Compare and see for yourself.

Telephone  
\$19.95

Cable  
Broadband  
\$42.00

Cable  
Television  
\$93.00

**Savings \$50.56 Per Month**

**Triple Play Includes:**

- Internet
- Television
- Telephone

**\$95.95**

**Cavalier**

**Try our other services...**

Blazing fast DSL up to 10 mbps!

**\$9.95** /Month

Unlimited local calls with 12 top calling features\* for only

**\$24.95** /Month

**Tell your friends about us and get \$25!**

Get a \$25 Prepaid Visa to spend wherever Visa debit cards are accepted plus receive free Cav2Cav long distance for each friend who signs up with Cavalier.

**Switch and save with Cavalier. Call today!**

**(866) 591-TV4U (8848)**

**Cavalier**

Watch what's next!

[www.cavtel.com](http://www.cavtel.com)



TELEPHONE

INTERNET

TELEVISION

# Great channels. Better TV!



All your favorite shows at a savings of \$600 a year!

Upgrade to Cavalier's Triple Play today and receive...

INCLUDES

Installation and Set Up (\$125 value)

INCLUDES

DSL Modem\* (\$129 value)

INCLUDES

2 Set Top Boxes\* (\$470 value)

BONUS!

Order **starz** or **SHOWTIME** before 8/31/06 and get it free for the first three months (\$35.85 value)

Telephone Service<sup>1</sup>

High Speed Internet<sup>2</sup>

Broadband TV<sup>3</sup>

**\$95<sup>95</sup>**  
Month

Don't miss out. Call today!  
(866) 591-TV4U (8848)



**Cavalier**  
TELEPHONE &  
**TV**

Watch what's next!

[www.cavtel.com](http://www.cavtel.com)




Dependent on service area. \*As part of our Triple Play promotion, we will provide you with a DSL Modem and two Set Top Boxes at no additional charge. †\$35.85 value. ©2006 Cavalier Telephone & TV. All rights reserved.



B. "Triple Play" Package Promotion Example #2

TELEPHONE
INTERNET
TELEVISION

# Cavalier's Home Run!


+

+



Enjoy over 150 crystal clear digital channels of your favorite TV programs along with local phone service and blazing fast DSL for only\*...

**\$95<sup>95</sup>**  
Month

**TRIPLE PLAY**

*Call and switch today!*

**(866) 591-TV4U**



Watch what's next!

[www.cavtel.com](http://www.cavtel.com)



TELEVISION

**Better TV. Save \$600!**

Switch to Triple Play today!

## Installation and Set Up (\$125 value)

**includes** DSL Modem\* (S129 value)

**2 Set Top Boxes† (\$470 value)**

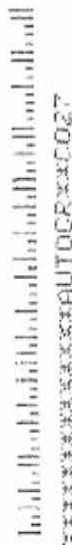
**BONUS!** Order starz or **SHOWTIME** before 9/30/06 and get it free for the first three months (\$35.85 value)

(866) 591-TV4U (8848)



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**It's an affordable alternative to Cable and Satellite TV. Compare and see for yourself.**

Savings  
**\$50.56**  
Per Month

## Triple Play

• Internet

- television

\$0.95

Cavalier

## Competition

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These studies do not include direct evidence that the use of a hearing aid, either a hearing aid or a cochlear implant, improves the ability to hear or understand speech. However, the use of a hearing aid or a cochlear implant may improve the ability to hear or understand speech by improving the ability to hear or understand speech.